



MARSHALL PLAN FOR TALENT

INVEST · DEVELOP · ATTRACT

The Marshall Plan for Talent is a revolutionary partnership between educators, employers and other stakeholders to transform Michigan's talent pipeline and redesign the ways we invest in, develop and attract talent in our state.

811,055*

HIGH-DEMAND CAREER OPENINGS THROUGH 2024



INFORMATION TECHNOLOGY
COMPUTER SCIENCE

270,690*



MANUFACTURING

109,410



HEALTHCARE

212,247



OTHER PROFESSIONAL TRADES

56,287



BUSINESS AND OTHER

162,421

\$49,094,842,059*

POTENTIAL EARNINGS IN 2024



INFORMATION TECHNOLOGY
COMPUTER SCIENCE

\$20.8 BILLION*



MANUFACTURING

\$6.1 BILLION



HEALTHCARE

\$7.5 BILLION



OTHER PROFESSIONAL TRADES

\$2.8 BILLION



BUSINESS AND OTHER

\$11.9 BILLION

Source: DTMB, Bureau of Labor Market Information and Strategic Initiatives | *Based on Workforce Intelligence Network and LMI Data

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#MiMarshallPlan

THE MARSHALL PLAN

will invest \$100 million over five years to revolutionize our talent and education system.

THE OUTCOMES

- **Revolutionize education** so learning is a lifelong achievement of knowledge and competencies to prepare all Michiganders for 21st century economy careers.
- **Help Michiganders fill the 811,055 openings** in critical-shortage career fields with an average \$60,532 salary.
- **Bring business and education together** and create the world's premier education and career training system.
- **Transform our system** to a competency-based model of any pace, any place, any time, any way.

HOW WE WILL GET THERE

Develop 150 New Courses

to teach the skills needed for a 21st century economy.

Educate 55,000 People

for in-demand, 21st century economy careers.

Upgrade 65 Career Centers

with state-of-the-art equipment for learners.

Train 5,000 Cybersecurity Students

for 21st century careers in information technology/ computer science.

Provide 16,000 Low-Income/ At-Risk Student Scholarships

and stipends for education in high-wage, in-demand careers.

Hire 150 Career Navigators

to help students explore career options.

Make Education and Career Planning Tools

available to all students.

Highlight Career Opportunities

to students, parents and educators.

Encourage 150 Teachers to Mentor Others

and share best practices on implementing new, in-demand courses and teaching methods.

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